

EXHIBIT 1

**EXPERT REPORT OF HAL PORET IN MATTER OF
COMBE INCORPORATED V. DR. AUGUST WOLFF GMBH & CO.**

**SURVEY TO MEASURE WHETHER THE MARK VAGISAN CREATES
A LIKELIHOOD OF CONFUSION WITH RESPECT TO VAGISIL**

REPORT PREPARED FOR:
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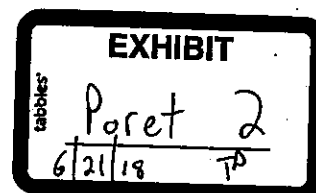


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BACKGROUND AND PURPOSE

Combe Incorporated (Combe) owns registrations for and uses the mark VAGISIL in connection with a vaginal moisturizer/gel, creams, deodorant powder, wipes, washes, and other vaginal care products.

Defendant filed Application Serial No. 79111922 for the mark VAGISAN for vaginal moisturizers, vaginal anti-fungal preparations, and vaginal washes, among other products in Class 5 and Class 3. Combe filed Opposition No. 91209708 against Defendant's Application for the VAGISAN mark. The Trademark Trial and Appeal Board ("TTAB") issued a final decision on June 19, 2017 dismissing Combe's Opposition.

Combe has filed suit appealing the TTAB's decision dismissing its opposition to the VAGISAN mark.¹ Counsel for Combe retained me to design and conduct a survey to determine the extent to which, if at all, the mark VAGISAN in connection with vaginal moisturizers, vaginal anti-fungal preparations, and vaginal washes creates a likelihood of confusion with respect to VAGISIL.² As discussed in more detail below, the survey found that the mark VAGISAN in connection with vaginal moisturizers, vaginal anti-fungal preparations, and vaginal washes does create a significant likelihood of confusion with respect to VAGISIL – a 37% Test Group rate of naming VAGISIL or a 19% net confusion rate after deducting a Control Group result.

¹ It is my understanding that Combe also filed trademark infringement and dilution and other claims, but that these claims were found not to be ripe for adjudication because Defendant has yet to begin using the VAGISAN mark in the United States.

² The survey tested the term VAGISAN in connection with vaginal moisturizers, vaginal anti-fungal preparations, and vaginal washes because those are the products identified in the VAGISAN application with the greatest overlap with Combe's VAGISIL products.

In connection with designing my survey and preparing this report I reviewed the following materials:

- (1) Combe Complaint (August 21, 2017)
- (2) Vagisil.com website
- (3) Vagisan.com website
- (4) Application Serial No. 79111922 for VAGISAN
- (5) TTABVUE Online File for Opposition No. 91209708
- (6) TTAB Decision Dismissing Opposition (June 19, 2017)

I also did numerous online searches for vaginal care products, examined the results, and reviewed various websites offering such products for sale. My work in connection with this matter is being billed at my hourly rate of \$675. Payment is not contingent on the outcome of the litigation.

AUTHORSHIP AND QUALIFICATIONS

This study was designed, supervised, and implemented by Hal L. Poret, President at Hal Poret, LLC.

I have personally designed, supervised, and implemented over 1,000 surveys regarding the perceptions and opinions of consumers. Over 300 have involved consumer perception with respect to trademarks, and over 300 have been conducted online. I have personally designed numerous studies that have been admitted as evidence in legal proceedings and I have been accepted as an expert in survey research on numerous occasions by U.S. District Courts, the Trademark Trial and Appeal Board, and the National Advertising Division of the Council of Better Business Bureaus (NAD).

I am a member of the American Association of Public Opinion Research, publisher of *Public Opinion Quarterly* and the *Journal of Survey Statistics and Methodology*; the International Trademark Association; and the National Advertising Division of the Council of Better Business Bureaus (NAD). I routinely conduct market research surveys for a variety of small to large corporations and organizations.

I have frequently spoken at major intellectual property and legal conferences on the topic of how to design and conduct surveys that meet legal evidentiary standards for reliability, including conferences held by the International Trademark Association (INTA), American Intellectual Property Law Association, Practising Law Institute, Managing Intellectual Property, Promotions Marketing Association, American Conference Institute, and various bar organizations.

In addition to my survey research experience, I hold bachelors and masters degrees in mathematics and a J.D. from Harvard Law School. Additional biographical material, including lists of testimony and publications, is provided in Appendix A.

STUDY DESIGN

This survey followed the highly standard and well-accepted “Eveready” survey format. In an Eveready survey for forward confusion, only the allegedly confusing mark is shown and respondents are questioned to determine if they make a mistaken mental connection to the senior mark (here, Vagisil) on their own. Since an Eveready format never mentions the senior mark, respondents can only express confusion if they think of and identify the senior mark on their own.

As discussed in detail below, the survey tested for likelihood of confusion applying accepted standards for surveys in the context of the TTAB’s likelihood of confusion analysis – i.e., the survey showed and asked about the mark as it appears in the application at issue, rather than as used on a marketplace product.³ The survey tested perception of the mark for vaginal moisturizers, vaginal washes, or vaginal anti-fungal products specifically, as those are the goods covered by the application with the greatest overlap with Vagisil.

As this survey was conducted online, all the instructions and questions were displayed on respondents’ computer screens and each question appeared on its own screen, unless otherwise stated.

³ Accepted standards for surveys in the context of a district court trademark infringement analysis require showing an actual marketplace use of the allegedly infringing mark, so that the survey is testing for confusion under actual marketplace conditions. On the other hand, since the Trademark Office’s standard is to consider the mark in the application and not extraneous marketplace factors, standards for TTAB surveys require testing the mark as it appears in the application.

A total of 400 respondents participated in this survey among female consumers of vaginal moisturizers, vaginal washes, or vaginal anti-fungal products.⁴

The survey included one Test Group comprised of 200 unique respondents and a separate Control Group comprised of 200 unique respondents.

Test Group

After a series of initial screening questions, all 200 Test Group respondents were prompted as follows:

For this survey we would like you to imagine that you are considering purchasing a vaginal moisturizer, vaginal wash, or vaginal anti-fungal product.

On the next screen you will be asked to look at a name. Please look at the name as you would if you were seeing it in connection with a vaginal moisturizer, vaginal wash, or vaginal anti-fungal product.

On later screens, you will be asked a few questions. If for any question you do not know or have no opinion, please indicate so. Please do not guess.

On the next screen respondents were shown the following instruction, name, and description of products:

Please review the following name and description of products offered in connection with the name.

VAGISAN

Vaginal moisturizers, vaginal washes, and vaginal anti-fungal products

⁴ See the Sampling section of this report for more information regarding who qualified for and completed the survey.

As noted above, this presentation of the mark complies with standards for analysis of likelihood of confusion in connection with a TTAB opposition, as it tests the mark as it appears in the application. The description of goods and services shown under the VAGISAN mark was taken directly from the application.

Respondents were not permitted to advance beyond the screen showing the name and product description for a minimum of fifteen seconds before continuing to the next screen. This is a standard quality control procedure that ensures respondents spend enough time reviewing the name at issue in order to meaningfully participate in the survey.

Upon continuing with the survey, respondents were further instructed:

On the next screens you will be asked about the products that we just told you about – namely, vaginal moisturizers, vaginal washes, and vaginal anti-fungal products offered in connection with the name VAGISAN.

With the mark and description no longer on the screen, respondents were then asked:

What company or brand do you think puts out the products we just told you about, if you have an opinion?

Respondents could type in any answer, or select “No opinion/Don’t know.”

Respondents who typed in an answer were then asked:

You answered that you think the products are put out by [*the answer entered by respondents in response to the previous question was inserted into the question text here*].

What makes you think so?

Please be as specific and complete as possible.

Respondents could type in any answer, or select “No opinion/Don’t know.”

All respondents were then asked:

Do you think the company that makes the products we just told you about also makes any other products that you know of?

- Yes, I do
- No, I do not
- Don’t know/Unsure

Respondents who answered, yes, were then asked:

You answered that you think the company that makes the products we just told you about also makes other products that you know of.

What other products?

Please be as specific as possible.

*If you are thinking of more than one product, please identify each in a separate row below.
If you don’t know, you may select that option.*

Respondents could enter up to five different answers, or they could select “Don’t know.”

Respondents who typed in at least one answer were then instructed:

Any products you identified are listed below. Next to each one, please tell us what makes you think that the company that makes the products we told you about also makes the product you identified.

Respondents were shown the answer(s) they gave in response to the previous question and to the right of each, a space was provided in which they could enter their reason for thinking the company that makes the products they were told about also makes the product they identified.

Next, respondents who previously answered that they think the company that makes the products they were told about also makes other products, but then answered "Don't know" when asked to identify those products, were instead asked:

What made you answer that the company that makes the products we told you about also makes other products that you know of?

Respondents could type in any answer.

Next, all respondents were asked:

Do you think the products that we told you about are affiliated with, or sponsored or approved by, any other company or brand?

- Yes, I do
- No, I do not
- Don't know/Unsure

Respondents who answered "yes" were then asked:

You answered that you think the products we told you about are affiliated with, or sponsored or approved by, another company or brand.

What other company or brand?

If you are thinking of more than one, please identify each in a separate row below. If you don't know, you may select that option.

Respondents could enter up to five different answers, or they could select “Don’t know.”

Respondents who typed in at least one answer were then instructed:

Any other companies or brands you named are listed below. Next to each one, please tell us what makes you think the products we told you about are affiliated with, or sponsored or approved by, the company or brand you identified.

Respondents were shown the answer(s) they gave in response to the previous question and to the right of each, a space was provided in which they could enter their reason for thinking the products they were told about are affiliated with, or sponsored or approved by, the company or brand they named.

Next, respondents who previously answered that they think the products are affiliated with, or sponsored or approved by, another company or brand, but who then answered “Don’t know” when asked to identify what company or brand, were instead asked:

What made you answer that you think the products we told you about are affiliated with, or sponsored or approved by, another company or brand?

Respondents could type in any answer.

This concluded the survey for respondents in the Test Group.

Control Group

The survey also included a separate Control Group comprised of 200 unique respondents. The Control Group performs the critical role of measuring the level of

survey noise – i.e., the tendency for respondents to name VAGISIL for reasons other than genuine trademark confusion, such as guessing VAGISIL simply because it is a well-known mark within the category mentioned in the survey (vaginal care products) or other forms of respondent or survey error. The Control Group performs this function by asking a separate group of respondents the identical survey questions about the same product description with an altered (Control) version of the VAGISAN mark.

The Control consisted of replacing the allegedly infringing mark VAGISAN with the following control name: VAGIPUR.

This replacement occurred in two places within the survey. First, when Control Group respondents were initially shown the name and description of products offered in connection with the name, the term VAGIPUR replaced the test mark VAGISAN:

Please review the following name and description of products offered in connection with the name.

VAGIPUR

Vaginal moisturizers, vaginal washes, and vaginal anti-fungal products

The term VAGIPUR also replaced the mark VAGISAN in the Control Group in the following instruction on the subsequent screen:

On the next screens you will be asked about the products that we just told you about – namely, vaginal moisturizers, vaginal washes, and vaginal anti-fungal products offered in connection with the name VAGIPUR.

The term VAGIPUR shown with an identical product description was an ideal control for multiple reasons. Most significantly, by retaining the “VAGI” prefix, the term VAGIPUR controlled for the tendency for respondents to think of and name VAGISIL simply because the prefix “VAGI” or the topic of vaginal care products makes respondents think of a well-known mark (VAGISIL) in this category. Accordingly, the Control Group measures and accounts for any tendency to name VAGISIL that is attributable primarily to the “VAGI” prefix rather than to a greater overall similarity of marks. The term VAGIPUR was also an ideal control because the suffix “PUR” is comparable to the term “SAN” both in its three-letter format and because the idea of “purity” (abbreviated to PUR) and “sanitary” (abbreviated to SAN) are similar in concept. Accordingly, the control term VAGIPUR held constant both the “VAGI” prefix and the length and general concept of the suffix, changing only the overall level of similarity to VAGISIL.⁵

The Control Group measures the tendency to name VAGISIL when shown a mark containing the VAGI prefix but an altered suffix. By subtracting the rate of naming VAGISIL measured in the Control Group from the corresponding Test Group rate, the resulting level is a “net” confusion level that must be attributed to the similarity of the VAGISAN mark at issue and the VAGISIL mark and cannot be dismissed as the product of guessing or other forms of survey or respondent error.

This concluded the survey for all respondents.

Screenshots of the survey will be provided in Appendix C.

⁵ The use of the term VAGIPUR is not a concession that this term does not itself create some confusion with VAGISIL. For the purposes of the survey’s analysis, however, any rate of naming VAGISIL is treated as noise.

SUMMARY OF KEY FINDINGS

This section details certain key survey findings. Other survey results are discussed further in the Detailed Findings section below.

In the Test Group, 37% of respondents (74 of 200) who were asked about the VAGISAN mark identified VAGISIL in response to one or more of the confusion questions.

In the Control Group, 18% of respondents (36 of 200) who were asked about the VAGIPUR control term identified VAGISIL in response to one or more of the confusion questions.

Subtracting the 18% Control Group rate from the 37% Test Group rate yields a net confusion rate of 19%. By subtracting the 18% Control Group rate, the analysis discounts the 37% Test Group rate to account for any tendency of respondents to name VAGISIL because they are guessing a well-known brand in the area of vaginal care products or because of the "VAGI" prefix alone. Accordingly, the resulting net confusion rate of 19% must be attributed specifically to the confusing similarity of the VAGISAN name to VAGISIL and cannot be dismissed as the product of any of the above-mentioned factors or any other form of survey or respondent error.

Based on the survey results, it is my opinion that the VAGISAN mark does create a significant level of confusion with respect to VAGISIL.

See Detailed Findings section below for additional information on results. The full data will be provided in its original electronic form in Appendix D.

METHODOLOGY

THE RELEVANT UNIVERSE OF INTEREST

The appropriate sample universe for this survey consisted of U.S. female consumers age 18 and older who have purchased vaginal moisturizers, vaginal washes, or vaginal anti-fungal products in the past 12 months, or are likely to do so in the next 12 months.

The following screening questions were employed to ensure the final survey sample was comprised of respondents from the appropriate sample universe.

First, after initial demographic questions, all potential respondents were asked:

In the past 12 months, which of the following, if any, have you personally purchased?

(Select all that apply)

The following responses options were offered in randomized order:

Vaginal moisturizers, vaginal washes, or vaginal anti-fungal products
Tooth whitening pastes, tooth whitening gels, or tooth whitening systems
Shaving creams, shaving gels, or shaving moisturizing products
Acne creams, acne washes, or acne skin treatments
None of these

All respondents were also asked:

In the next 12 months, which of the following, if any, are you likely to personally purchase?

(Select all that apply)

Respondents were shown the same response options in the same order as the previous question.

Respondents who selected “Vaginal moisturizers, vaginal washes, or vaginal anti-fungal products” in either or both of the above questions were considered part of the relevant sample universe and qualified to participate in the main survey. The other options on the list were provided to mask the focus of the survey by providing a variety of options from which respondents could select.

Upon completion of the main survey, all respondents were asked the following final question for classification purposes.

Do you or does anyone in your household work for a company that makes vaginal care products?

Including this question allowed me to exclude from my analysis any respondent who works for, or has a member of their household who works for, a company that makes vaginal care products, if so desired. Only 3 respondents answered affirmatively. Excluding these respondents would not impact the findings of this study or my conclusions.

Respondents who work or have someone in their immediate household who works in advertising or market research were screened out during the initial screening questions at the beginning of the survey.

This concluded the screening and classification questions for all respondents.

The actual wording of the screening questions used is shown in Appendix B.

SAMPLING PLAN

The sampling plan involved a random selection of consumers who are part of an online panel.

Online surveys are well-accepted in the field of survey research as a standard, reliable methodology. Indeed, online surveys are now the most common method of conducting market research among consumers. Businesses and other organizations routinely make decisions of importance based on the results of online survey research among consumers, and online surveys have been accepted in evidence in numerous U.S. District Court and TTAB cases. I have personally designed and executed numerous internet surveys that have been accepted by courts and the TTAB.

The sample of panelists used in the survey was provided by Research Now, a leading supplier of online sample for surveys. I have worked with Research Now on many surveys and have found its procedures and panels to be highly reliable. Research Now has a large and diverse panel consisting of millions of Americans and is highly regarded as a reputable source of respondents for online surveys within the field of market research. Research Now utilizes appropriate industry procedures for ensuring the integrity and quality of its panels. Research Now employs a “by-invitation-only” panel recruitment model to enroll pre-validated individuals and, therefore, maintains a panel comprised of the most credible survey takers who are less prone to self-selection bias. Quality and integrity of its research panel is also obtained and maintained in the following ways.

- Research Now requires a double opt-in and agreement to provide truthful and well-considered answers to online market research surveys. First, potential panelists opt-in during the enrollment process, and then they are sent a follow-up email confirmation that requests the potential panelist to click a link to

validate the opt-in. Then, he or she is sent a follow-up email providing access to their member account and they can begin receiving surveys.

- A unique email address is required to opt-in to the panel and physical addresses provided by panelists in the US are verified against government postal information.
- Research Now implements data-quality measures by focusing on identifying and pursuing panelists who exhibit suspicious behaviors. This is done by identifying members through routine review of behaviors and sometimes with the help of its clients, and then evaluating a wider set of behaviors, particularly members' profile information and survey performance.
- Research Now also employs a "Three Strikes Policy" in which panelists who commit survey offenses, such as speeding, inattentiveness, poor quality open ends, answering inconsistencies, and selecting dummy answers, are flagged with an "offense" code. Panelists who are flagged three times for such offenses are disqualified from panel membership and future surveys.

A sampling plan was carefully structured in order to represent the demographics of relevant customers – i.e. consumers of vaginal moisturizers, vaginal washes, or vaginal anti-fungal products.

Invitations were then sent to women age 18 and older. The purpose of the survey was withheld from respondents and nothing in the invitation to panelists indicated the main topic of the survey. Without knowing the purpose of the survey, respondents needed to meet the screening criteria in order to qualify to participate in the main survey. In doing so, they confirmed that they are part of the relevant customer base and are, indeed, part of the Relevant Sample Universe.

Throughout the initial field, I monitored the actual rate of qualification within each individual age group. The calculated incidence of relevant consumers within each age group is shown in the following table:

Calculated Incidence Within Each Age Group:	
Women, age 18 – 34	58.5%
Women, age 35 – 54	46.3%
Women, age 55 and older	29.8%

I then calibrated these individual incidence rates against U.S. Census data by age for women and set revised age quotas for the final sample size of 200 per Group. The following table displays the final proportion of sample achieved by age for each Group:

Final Number of Respondents by Age per Group		
N=200 per Group	N	%
Women, age 18 – 34	74	37.0%
Women, age 35 – 54	75	37.5%
Women, age 55 and older	51	25.5%

This methodology for producing a representative sample of the relevant category (here, consumers of vaginal care products) is standard and well-accepted.

Survey invitations were sent across the U.S. in geographic proportion to Census data. The following table displays the final proportion of sample achieved by region:

Final Number of Respondents by Region (N=400)	
Midwest	21%
Northeast	19%

South	16%
West	22%
Southeast	22%

DATA PROCESSING

Data was collected by Focus Vision, a company specializing in web survey programming and data collection and processing, and made available to Hal Poret, LLC through an electronic portal on an ongoing basis. The data set showing each respondent's answers to all questions is provided as Appendix D.

INTERVIEWING PROCEDURES

The online survey was programmed and hosted by Focus Vision. My staff and I thoroughly tested the programmed survey prior to any potential respondents receiving the invitation to participate in the survey.

DOUBLE-BLIND INTERVIEWING

It is important to point out that the study was administered under "double-blind" conditions. That is, not only were the respondents kept uninformed as to the purpose and sponsorship of the study, but the services involved in providing the sample and administering the online interviews (Focus Vision and Research Now) were similarly "blind" with respect to the study's purpose and sponsorship.

INTERVIEWING PERIOD

Interviewing was conducted from May 30, 2018 through June 3, 2018.

QUALITY CONTROL

Several measures were implemented to ensure a high level of quality control and validation with respect to respondents taking the survey.

Upon initially entering the survey, all respondents were required to pass a test to verify that each respondent is a live person. The test employed in this survey is a CAPTCHA⁶ program that generates a task that humans can pass but current computer programs cannot. CAPTCHA is a well-known and widely-used tool in online survey research.

Upon successfully passing the CAPTCHA test, respondents were then asked to enter their year of birth and then their gender. This information was checked against the sample provider's (Research Now's) demographics on record for each respondent and any respondent providing an incorrect or inconsistent birth year and/or gender was unable to continue to the main survey.

Additionally, respondents were then asked to select their age range. Respondents who selected an age range inconsistent with their year of birth were unable to continue with the survey.

These combined steps ensured that the survey was being taken by an actual live person and that each person was paying a certain level of attention to the survey questions and taking a certain level of care in entering responses.

All respondents were also asked to select any web browsers or search engines they have used in the past three months. Respondents could select as many as applied to them from a list of ten options, including "other," "not sure," and one fictitious name: Hagelin. Respondents who selected "Hagelin" were unable to continue. Additionally, respondents who answered that they have used all seven of the actual web browsers

⁶ CAPTCHA is an acronym for "Completely Automated Public Turing test to tell Computers and Humans Apart."

and search engines included on the response list were identified as “yea-sayers” and unable to continue with the survey.⁷

The following question was also asked and permitted additional screening out of respondents who were paying insufficient attention or clicking responses indiscriminately:

For quality assurance, please type the word “west” in the blank next to the “Other” box below and then click to continue.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- Other _____

Respondents who selected “other” and typed a response in the blank continued with the survey. A review was conducted of all open-ended answers, including responses to this question, and respondents who failed to follow instructions for this question, or gave other non-responsive or nonsense answers to open-ended questions, were removed from the final data.

Respondents were then also asked to carefully read these instructions:

⁷ “Yea-sayers” in surveys are typically defined as respondents who answer affirmatively to questions, regardless of their belief.

- * Please take the survey in one session without interruption.
- * Please keep your browser maximized for the entire survey.
- * While taking the survey, please do not consult any other websites or other electronic or written materials.
- * Please answer all questions on your own without consulting any other person.
- * If you normally wear eye glasses or contact lenses when viewing a computer screen, please wear them for the survey.

Two options were provided in response to these instructions: (1) I understand and agree to the above instructions, and (2) I do not understand or do not agree to the above instructions. Only respondents who understood and agreed to the instructions then continued to the main section of the survey.

DETAILED FINDINGS

I) Test Group – Gross Confusion Result

When shown the VAGISAN name and description of products and asked what company or brand puts out the products, 30% of Test Group respondents (60 out of 200) identified VAGISIL.⁸

When asked if the company that makes the products (VAGISAN) also puts out other products, three additional Test Group respondents (1.5%) answered affirmatively and then identified VAGISIL, increasing the overall rate to 31.5%

Finally, when asked if the products are affiliated with, or sponsored or approved by, another company or brand, 11 additional Test Group respondents (5.5%) answered affirmatively and then identified VAGISIL, increasing the overall rate to 37.0%

II) Control Group – Noise Result

When shown the VAGIPUR control name and description of products, 18% of Control Group respondents (36 of 200) identified VAGISIL in response to one of the confusion questions.

III) Net Confusion Result

Subtracting the 18% noise rate from the 37% gross confusion rate results in a 19% net confusion level, as illustrated in the following table:

⁸ Appendix D contains all respondents' answers to all questions. A column headed "Vagisil" contains an "X" for all respondents who were coded as identifying Vagisil in response to at least one question. This includes a few respondents who misspelled Vagisil but were clearly referring to Vagisil.

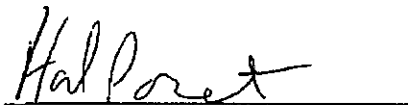
Net Confusion Result	
Test Group Gross Confusion Rate	37%
Control Group Noise Rate	18%
Net Confusion Rate	19%

The 19% net confusion rate demonstrates a substantial likelihood of confusion that must be attributed specifically to the similarity of the VAGISAN name to VAGISIL, and cannot be dismissed as the product of guessing VAGISIL because it is a well-known brand name in the area of vaginal care products, because of the "VAGI" prefix alone, or as a result of any other forms of respondent or survey error.⁹

It is also significant to observe that no respondents identified another mark used in the vaginal care category that starts with "VAGI" and an "S" suffix. This further confirms that the high rate of identifying VAGISIL is due to the specific similarity of VAGISAN to VAGISIL, and not merely that respondents are guessing or mentioning any name with a "VAGI" prefix.

IV) Conclusion

Based on the survey results, it is my opinion that the mark VAGISAN does create a significant likelihood of confusion with respect to VAGISIL due specifically to the similarity of VAGISAN to VAGISIL.



Hal Poret

Dated: June 7, 2018

⁹ It is worth noting that the net confusion rate from the first confusion question alone was 16% -- 30% of the Test Group identified VAGISIL when asked who makes or puts out the products and 14% did so in the Control Group. Accordingly, relying only on the first confusion question would result in a substantial net likelihood of confusion and support the same conclusion as if considering the entire net 19% result.

THE FOLLOWING APPENDICES PROVIDED SEPARATELY:

APPENDIX A - CURRICULUM VITAE OF STUDY'S AUTHOR

APPENDIX B - QUESTIONNAIRE

APPENDIX C - SCREENSHOTS OF PROGRAMMED SURVEY

APPENDIX D - DATA FILE

Hal L. Poret (hal.inc42@gmail.com; 914-772-5087)

Education

- 1998 Harvard Law School, J.D., *cum laude*
- Editor/Writer – Harvard Law Record
 - Research Assistant to Professor Martha Minow
- 1995 S.U.N.Y. Albany, M.A. in Mathematics, *summa cum laude*
- Statistics
 - Taught calculus/precalculus/statistics
- 1993 Union College, B.S. in Mathematics with honors, *magna cum laude*
- Phi Beta Kappa
 - Resch Award for Achievement in Mathematical Research

Employment

- 2016 - President, Hal Poret LLC
- Design, supervise, and analyze consumer surveys, including Trademark, Trade Dress, Advertising Perception, Consumer Deception, Claims Substantiation studies, Damages, and Corporate Market Research Surveys
 - Consulting regarding survey design and review of other surveys
 - Provided expert testimony at deposition and/or trial regarding survey research in over 100 U.S. District Court litigations and proceedings in front of TTAB, NAD, FTC and FCC.
- 2004 - 2015 Senior Vice President, ORC International
- Designed, supervised, and analyzed consumer surveys in legal and corporate market research areas, and provided expert testimony regarding survey research in legal cases.
- 2003 – 2004 Internet Sports Advantage
- Developed and marketed proprietary internet sports product, and licensed trademark and intellectual property rights.
- 1998 – 2003 Attorney, Foley Hoag & Eliot, Boston, MA
- Represented corporations and individuals in trademark, trade dress, advertising, product, and related legal disputes.
 - Worked with survey experts in developing and using surveys as evidence in trademark, trade dress and advertising disputes.

Testimony at Trial or by Deposition Past 4 Years

(Party who retained me shown in bold)

2018	Zetor v. Ridgeway (Trial Testimony Deposition)	USDC Western District of AR
2018	Superior Consulting v. Shaklee (Deposition and Hearing)	USDC Middle District of FL
2018	Monster Energy Company v. Integrated Supply Network (Deposition)	USDC Central District of CA
2018	Sandoz v. GlaxoSmithkline (Deposition)	USPTO Opposition
2018	JB-Weld v. Gorilla Glue Company (Deposition)	USDC Northern District of GA
2018	Bratton v. The Hershey Company (Deposition)	USDC Western District of MO
2018	Leadership Studies v. Blanchard Training & Development (Deposition)	USDC Southern District of CA
2017	Mercado Latino v. Indio (Deposition)	USDC Central District of CA
2017	Delalat v. Nutiva (Deposition)	USDC Northern District of CA
2017	Dashaw v. New Balance (Deposition)	USDC Southern District of CA
2017	Bearing Tech v. O'Reilly Automotive (Deposition)	USDC Western District of MO
2017	Soundview v. Facebook (Deposition)	USDC District of Delaware
2017	Rovi v. Comcast (Deposition)	USDC Southern District of NY

2017	Puma v. Black & Decker (Trial)	New Mexico Circuit Court
2017	Select Comfort v. Personal Comfort (Trial and Deposition)	USDC District of Minn
2017	Alzheimer's Foundation of America v. Alzheimer's Association (Deposition and trial)	USDC Southern District of NY
2017	Banc of California v. Farmers & Merchants Bank (Deposition)	USDC Central District of CA
2017	PolyGroup v. Willis Electric (Deposition)	Patent Trial and Appeal Board
2017	In re: NCAA Grant-in-Aid Cap Litigation (Deposition)	USDC Northern District of CA
2017	Mullins v. Premier Nutrition (Depositions in Class Cert and Merits phases)	USDC Northern District of CA
2017	Lion's Gate v. TD Ameritrade (Deposition)	USDC Central District of CA
2017	Deere & Company v. Fimco dba Schaben (Deposition and trial)	USDC Western District of KY
2017	Adidas & Reebok v. TRB (Deposition)	USDC District of Oregon
2017	Church & Dwight v. SPD (Deposition/trial in liability phase; deposition/trial in damages phase)	USDC Southern District of NY
2017	In re: Coca Cola Marketing and Sales Practices Litigation (No. II) (Deposition)	USDC Northern District of CA
2017	Ducks Unlimited v. Boondux LLC and Caleb Sutton (Deposition and Trial)	USDC Western District of TN
2017	Globefill v. Element Spirits (Deposition and Trial)	USDC Central District of CA
2017	Brickman v. Fitbit	

	(Deposition)	USDC Northern District of CA
2017	Network-1 Technologies v. Alcatel-Lucent et al. (Deposition)	USDC Eastern District of TX
2017	Health Partner Plans v. Reading Health Partners (Deposition and Injunction hearing)	USDC Eastern District of PA
2017	In Re Biogen '755 Patent Litigation (Deposition)	USDC District of NJ
2017	Cava Mezze v. Mezze Mediterranean Grill (Trial)	USDC District of MD
2017	Mastrandrea v. Vizio (Deposition)	USDC Central District of CA
2017	Adidas v. Skechers (Deposition and Injunction hearing)	USDC District of OR
2016	Triumph International, Inc. v. Gourmetgiftbaskets.com, Inc. (Deposition)	USDC Central District of CA
2016	Phelan Holdings v. Rare Hospitality Management (Deposition)	USDC Middle District of FL
2016	Intellectual Ventures II v. AT&T Mobility (Deposition)	USDC District of DE
2016	One World Foods v. Stubbs Austin Restaurant Company (Deposition)	USDC Western District of TX
2016	Booking.com B.V. v. Michelle Lee (Deposition)	USDC Eastern District of VA
2016	Variety Stores v. Walmart Stores, Inc. (Trial)	USDC Eastern District of NC
2016	American Cruise Lines v. American Queen Steamboat Company (Deposition)	USDC District of DE
2016	Universal Church v. Univ. Life Church (Deposition)	USDC Southern District of NY

2016	U. of Houston v. Houston Col. of Law (Deposition)	USDC Southern District of TX
2016	Navajo Nation v. Urban Outfitters (Daubert Hearing)	USDC District of NM
2016	Beaulieu v. Mohawk Carpet Dist. (Deposition)	USDC Northern District of GA
2016	Efficient Frontiers v. Reserve Media (Deposition)	USDC Central District of CA
2016	McAirlaids v. Medline Industries (Deposition)	USDC Eastern District of VA
2016	Under Armour v. Ass Armor (Deposition)	USDC Southern District of FL
2016	C5 & CoorsTek v. CeramTec (Deposition and trial)	USDC District of Colorado
2016	BBC v. Stander (Deposition)	USDC Central District of CA
2016	Caterpillar v. Tigercat (Deposition)	USPTO Opposition
2016	Premier v. Dish Network (Deposition)	USPTO Opposition
2016	Omaha Steaks v. Greater Omaha (Rebuttal Testimony)	USPTO Opposition
2016	EMC v. Pure Storage (Deposition)	USDC District of MA
2016	Top Tobacco v. North Atlantic (Deposition)	USPTO Opposition
2016	Ascension Health v. Ascension Ins. (Deposition)	USDC Eastern District of MO

2016	Quoc Viet v. VV Foods (Deposition and trial)	USDC Central District of CA
2016	Joules v. Macy's Merchandising Group (Deposition and trial)	USDC Southern District of NY
2015	MMG v. Heimerl & Lammers (Deposition and trial)	USDC District of MN
2015	PRL USA v. Rolex (Deposition)	USDC Southern District of NY
2015	Bison Designs v. Lejon (Deposition)	USDC District of CO
2015	Barrera v. Pharmavite (Deposition)	USDC Central District of CA
2015	Flowers v. Bimbo Bakeries (Deposition)	USDC Middle District of GA
2015	Razor USA v. Vizio (Deposition)	USDC Central District of CA
2015	Allen v. Simalasan (Deposition)	USDC Southern District of CA
2015	BMG Rights Mgmt. v. Cox Enterprises (Deposition and trial)	USDC Eastern District of VA
2015	Verisign v. XYZ.COM LLC (Deposition)	USDC Eastern District of VA
2015	Farmer Boys v. Farm Burger (Deposition)	USDC Central District of CA
2015	Ono v. Head Racquet Sports (Deposition)	USDC Central District of CA
2015	Select Comfort v. Tempur Sealy (Deposition)	USDC District of Minn
2015	ExxonMobil v. FX Networks	

	(Deposition)	USDC Southern District of TX
2015	Delta v. Network Associates (Deposition)	USDC Middle District of FL
2015	Brady v. Grendene (Deposition)	USDC Central District of CA
2015	Zippo v. LOEC (Deposition)	USDC Central District of CA
2015	Maier v. ASOS (Deposition)	USDC District of Maryland
2015	Converse In re: Certain Footwear (Deposition and trial)	International Trade Commission
2014	Scholz v. Goudreau (Deposition)	USDC District of Mass
2014	Economy Rent-A-Car v. Economy Car Rentals (TTAB Testimony)	USPTO
2014	Weber v. Sears (Deposition)	USDC Northern District of IL
2014	Native American Arts v. Stone (Deposition)	USDC Northern District of IL
2014	Gravity Defyer v. Under Armour (Trial)	USDC Central District of CA
2014	Adams v. Target Corporation (Deposition)	USDC Central District of CA
2014	PODS v. UHAUL (Deposition and trial)	USDC Middle District of FL
2014	Flushing v. Green Dot Bank (Deposition)	USDC Southern District of NY
2014	Amy's Ice Creams v. Amy's Kitchen (Deposition)	USDC Western District of TX

2014	Unity Health v. UnityPoint (Deposition)	USDC Western District of WI
2014	In re: NCAA Student-athlete litigation (Deposition and Trial)	USDC Northern District of CA
2014	Spiraledge v. SeaWorld (Deposition)	USDC Southern District of CA
2014	Diageo N.A. v. Mexcor (Deposition and trial)	USDC Southern District of TX
2014	Pam Lab v. Virtus Pharmaceutical (Deposition and trial)	USDC Southern District of FL
2014	US Soccer Federation v. Players Ass'n (Arbitration Testimony)	Arbitration
2014	Estate of Marilyn Monroe v. AVELA (Deposition)	USDC Southern District of NY
2014	Kelly-Brown v. Winfrey, et al. (Deposition)	USDC Southern District of NY
2014	Virco Mfg v. Hertz & Academia (Deposition)	USDC Central District of CA
2014	In re: Hulu Privacy Litigation (Deposition)	USDC Northern District of CA
2013	Jackson Family Wines v. Diageo (Deposition)	USDC Northern District of CA
2013	Bubbles, Inc. v. Sibü, LLC. (Deposition)	USDC Eastern District of VA
2013	Clorox v. Industrias Dalen (Deposition)	USDC Northern District of CA
2013	Active Ride Shop v. Old Navy (Deposition and trial)	USDC Central District of CA

- 2013 **Macy's Inc. v. Strategic Marks LLC.** Northern District of CA
(Deposition)
- 2013 **Karoun Dairies, Inc. v. Karoun Dairies, Inc.** Southern District of CA
(Deposition)
- 2013 **Kraft Foods v. Cracker Barrel Old Country** Northern District of IL
(Deposition and Trial)
- 2013 **Bayer Healthcare v. Sergeants Pet Care USDC** Southern District of NY
(Deposition and Trial)
- 2013 **JJI International v. The Bazar Group, Inc.** USDC District of RI
(Deposition)
- 2013 **Fage Dairy USA v. General Mills** Northern District of NY
(Deposition)
- 2013 **Gameshow Network v. Cablevision** F.C.C.
(Deposition and trial)
- 2013 **Telebrands v. Meyer Marketing** USDC Eastern District of CA
(Deposition)

Presentations

What's New in Advertising Law, Claim Support and Self-Regulation?
(ABA Seminar, November 17, 2015)

How Reliable is Your Online Survey
(2015 ASRC Annual Conference, September 29, 2015)

What Do Consumers Think? Using Online Surveys to Demonstrate Implied Claims
(ANA Advertising Law and Public Policy Conference, April 1, 2015)

Cutting Edge Developments in Trademark Surveys (Rocky Mountain Intellectual Property & Technology Institute, May 30, 2013)

Using Survey Experts in Trademark Litigation (DRI Intellectual Property Seminar, May 9, 2013)

Surveys in Trademark and Advertising Litigation (2013 National CLE Conference, Snowmass Colorado, January 2013)

Internet Survey Issues (PLI Hot Topics in Advertising Law Conference, March 2012)

Measuring Consumer Confusion Through Online Surveys (2011 Midwest IP Institute) (September, 2011)

Online Surveys as Evidence in Trademark Disputes (International Trademark Association Annual Conference, May 2011)

Managing Intellectual Property Trademark Roundtable (April 7, 2010)

Recent Trends in Trademark Surveys (Virginia State Bar Intellectual Property Conference, October 2009)

Trademark Surveys in US Litigation (presentation for International Trademark Association Annual Conference) (May 2009)

How to Conduct Surveys for use in Trademark Disputes (Practicing Law Institute Advanced Trademark Law Conference) (May 2009)

Trademark and Advertising Perception Studies for Legal Disputes (Opinion Research Corporation Seminar, June 2008)

Understanding Advertising Perception Surveys (Promotions Marketing Association Annual Law Conference) (November 2007)

Designing and Implementing Studies to Substantiate Advertising Claims (American Conference Institute Claims Substantiation Conference, October 2007)

Surveys in Trademark and False Advertising Disputes (InfoUSA Webinar, June 2007)

Measuring Consumer Perception in False Advertising and Trademark Cases, (multiple presentations) (2007)

Potential Errors to Avoid In Designing a Trademark Dilution Survey (American Intellectual Property Association paper, April 2007)

Consumer Surveys in Trademark and Advertising Cases (presentation at Promotions Marketing Association Annual Law Conference) (December 2006)

Use of Survey Research and Expert Testimony in Trademark Litigation, (International Trademark Association Annual Conference, May 2006)

Survey Research as Evidence in Trademark/Trade Dress Disputes (multiple presentations) (2006)

Using Surveys to Measure Secondary Meaning of Trade Dress, Legal Education Seminar, Boston, April 2006

Publications/Papers

Cutting Edge Developments in Trademark Surveys (Rocky Mountain Intellectual Property & Technology Institute, May 2013)

Hot Topics and Recent Developments in Trademark Surveys (paper for May 2013 DRI Intellectual Property Conference)

Surveys in Trademark and Advertising Litigation (2013 National CLE Conference, Snowmass Colorado, January 2013)

Trademark Litigation Online Consumer Surveys (Practical Law Company Intellectual Property and Technology, May 2012)

Hot Topics in Advertising Law 2012 (Contributor to Practising Law Institute publication)

A Comparative Empirical Analysis of Online Versus Mail and Phone Methodologies for Trademark Surveys, 100 TMR 756 (May-June 2010)

Recent Trends in Trademark Surveys (paper for Virginia State Bar Intellectual Property conference, October 2009)

Trademark Dilution Revision Act breathes new life into dilution surveys (In Brief PLI website, June 2009)

The Mark (Survey Newsletter; three editions 2009)

Hot Topics in Trademark Surveys (paper for Practising Law Institute Advanced Trademark Law Conference) (May 2009)

The Mark (Survey Newsletter, 2008)

Trademark and Advertising Survey Report (Summer 2007)

Avoiding Pitfalls in Dilution Surveys under TDRA (AIPPLA Spring Conference, Boston, May 2007)

Commentary

Comment on Hotels.com case (on TTABLOG.COM, July 24, 2009)

Comment on Nextel v. Motorola (on TTABLOG.COM, June 19, 2009)

PLI All-Star Briefing Newsletter, "What does the Trademark Dilution Revision Act mean for the future of Dilution Surveys?" (June 2009)

Professional Memberships/Affiliations

American Association of Public Opinion Research

International Trademark Association

National Advertising Division of Council of Better Business Bureaus

Appendix B: Vaginal Care Questionnaire

SCREENER

BASE: ALL RESPONDENTS

Q50 Insert Captcha [HIDE "YOU ARE HUMAN" SCREEN]

BASE: ALL RESPONDENTS

Q100 Please select your year of birth. [PROGRAMMER: DROP DOWN MENU. TERMINATE IF DOES NOT MATCH PANELIST'S PRELOAD.]

ASK IF: HAS NOT TERMINATED

Q105 Are you... [CHECK AGAINST PANEL VARIABLE AND TERMINATE IF IT DOES NOT MATCH]

1. Male [TERMINATE]
2. Female [PROGRAMMER: FOR PANEL VARIABLE VERIFICATION]

ASK IF: HAS NOT TERMINATED

Q107 Which of these age ranges includes your age?
[TERMINATE IF UNDER 18 OR IF AGE RANGE NOT POSSIBLE BASED ON YEAR OF BIRTH ENTERED IN Q100. NOTE - Each respondent can have two possible ages depending on if respondent's birthday has passed.]

1. Under 18 [TERMINATE]
2. 18 to 34
3. 35 to 54
4. 55 or older

Appendix B: Vaginal Care Questionnaire

BASE: ANY NON-TERMINATES

Q109 Which of the following web browsers or search engines, if any, have you used in the past 3 months?

Please select all that apply.

[RANDOMIZE]

1. Google Chrome
2. Internet Explorer
3. Microsoft Edge
4. Bing
5. Yahoo
6. Firefox
7. Opera
8. Hagelin [TERMINATE]
9. Other [ANCHOR]
10. Not sure [ANCHOR; EXCLUSIVE]

[Terminate if selects 109/8 or if selects all of 109/1-7]

ASK IF: HAS NOT TERMINATED

Q110 In what state do you live?

[PROGRAMMER: Drop down menu of states plus D.C. Include an option for "Other" and terminate if it is selected.]

ASK IF: HAS NOT TERMINATED

Q120 Do you or does anyone in your household work in either advertising or market research?

(Select all that apply)

[RANDOMIZE]

1. Yes, advertising [TERMINATE]
2. Yes, market research [TERMINATE]
3. No, neither of these [ANCHOR; EXCLUSIVE]

Appendix B: Vaginal Care Questionnaire

ASK IF: HAS NOT TERMINATED

Q130 In the past 12 months, which of the following, if any, have you personally purchased?

(Select all that apply)

[RANDOMIZE]

1. Vaginal moisturizers, vaginal washes, or vaginal anti-fungal products
2. Tooth whitening pastes, tooth whitening gels, or tooth whitening systems
3. Shaving creams, shaving gels, or shaving moisturizing products
4. Acne creams, acne washes, or acne skin treatments
5. None of these [ANCHOR; EXCLUSIVE]

ASK IF: HAS NOT TERMINATED

Q140 In the next 12 months, which of the following, if any, are you likely to personally purchase?

(Select all that apply)

[REPEAT OPTIONS FROM Q130 IN SAME ORDER]

[MUST SELECT AT LEAST ONE OF: Q130=1 OR Q140=1 TO CONTINUE;
OTHERWISE, TERMINATE.]

ASK IF: HAS NOT TERMINATED

Q160 For quality assurance, please type the word "west" in the blank next to the "Other" box below and then click to continue.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. Other _____ [DO NOT FORCE TEXT BOX]

[TERMINATE IF SELECTED 160/1-5 OR DOES NOT TYPE IN AN ANSWER.
ALLOW RESPONDENT TO CONTINUE IF THEY TYPE IN AN ANSWER,
REGARDLESS OF WHAT IS TYPED.]

Appendix B: Vaginal Care Questionnaire

ASK IF: HAS NOT TERMINATED

Q170 You have qualified to take this survey. Before continuing, please carefully read these instructions:

- * Please take the survey in one session without interruption.
- * Please keep your browser maximized for the entire survey.
- * While taking the survey, please do not consult any other websites or other electronic or written materials.
- * Please answer all questions on your own without consulting any other person.
- * If you normally wear eye glasses or contact lenses when viewing a computer screen, please wear them for the survey.

1. I understand and agree to the above instructions
2. I do not understand or do not agree to the above instructions [TERMINATE]

MAIN SURVEY – ONLY QUALIFIED RESPONDENTS CONTINUE.
--

ASK: ALL QUALIFIED RESPONDENTS

Q200 For this survey we would like you to imagine that you are considering purchasing a vaginal moisturizer, vaginal wash, or vaginal anti-fungal product.

On the next screen you will be asked to look at a name. Please look at the name as you would if you were seeing it in connection with a vaginal moisturizer, vaginal wash, or vaginal anti-fungal product.

On later screens, you will be asked a few questions. If for any question you do not know or have no opinion, please indicate so. Please do not guess.

Appendix B: Vaginal Care Questionnaire

ASK: ALL QUALIFIED

Q205. Please review the following name and description of products offered in connection with the name.

FOR CELL 1 DISPLAY:

VAGISAN

Vaginal moisturizers, vaginal washes, and vaginal anti-fungal products

FOR CELL 2 DISPLAY:

VAGIPUR

Vaginal moisturizers, vaginal washes, and vaginal anti-fungal products

[DISABLE CONTINUE BUTTON FOR 15 SECONDS. WHILE THE CONTINUE BUTTON IS DISABLED, INCLUDE THE FOLLOWING LINE BENEATH THE CONCEPT:] You will be able to continue after a minimum of 15 seconds has passed.

[PROGRAMMING: AFTER 15 SECONDS, REMOVE THE ABOVE LINE AND ENABLE CONTINUE BUTTON.]

ASK: ALL QUALIFIED RESPONDENTS

Q210 On the next screens you will be asked about the products that we just told you about – namely, vaginal moisturizers, vaginal washes, and vaginal anti-fungal products offered in connection with the name _____ [insert & underline VAGISAN for Cell 1 or VAGIPUR for Cell 2].

ASK: ALL QUALIFIED RESPONDENTS

Q220 What company or brand do you think puts out the products we just told you about, if you have an opinion?

[LARGE TEXT BOX FOR ANSWER; INCLUDE OPTION FOR “No opinion/Don’t know”]

Appendix B: Vaginal Care Questionnaire

ASK: 220 = entered text

Q225 You answered that you think the products are put out by _____. **[Pipe in & underline answer from 220]**

What makes you think so?

Please be as specific and complete as possible.

[LARGE TEXT BOX FOR ANSWER; INCLUDE OPTION FOR "No opinion/Don't know"]

ASK: ALL QUALIFIED RESPONDENTS

Q250 Do you think the company that makes the products we just told you about also makes any other products that you know of?

1. Yes, I do
2. No, I do not
3. Don't know/Unsure

ASK: 250=1

Q260 You answered that you think the company that makes the products we just told you about also makes other products that you know of.

What other products?

Please be as specific as possible.

If you are thinking of more than one product, please identify each in a separate row below. If you don't know, you may select that option.

**[DISPLAY FIVE TEXT BOXES & AN OPTION FOR "Don't know".
RESPONDENTS MUST ENTER TEXT IN AT LEAST ONE BOX, OR SELECT
DK, BUT DO NOT ALLOW BOTH.]**

ASK: 260=ENTERED TEXT IN AT LEAST ONE BOX

Q265 Any products you identified are listed below. Next to each one, please tell us what makes you think that the company that makes the products we told you about also makes the product you identified.

[PROGRAMMER: SHOW ONE ROW FOR EACH ITEM ENTERED IN Q260.]

Product	Reasons:
[INSERT FROM 260]	[text box]

Appendix B: Vaginal Care Questionnaire

[INSERT FROM 260]	[text box]
[INSERT FROM 260]	[text box]
[INSERT FROM 260]	[text box]
[INSERT FROM 260]	[text box]

ASK: 260=DK

Q267 What made you answer that the company that makes the products we told you about also makes other products that you know of?
[LARGE TEXT BOX. FORCE RESPONSE.]

ASK: ALL QUALIFIED RESPONDENTS

Q270 Do you think the products that we told you about are affiliated with, or sponsored or approved by, any other company or brand?

1. Yes, I do
2. No, I do not
3. Don't know/Unsure

ASK: 270=1

Q280 You answered that you think the products we told you about are affiliated with, or sponsored or approved by, another company or brand.

What other company or brand?

*If you are thinking of more than one, please identify each in a separate row below.
If you don't know, you may select that option.*

**[DISPLAY FIVE TEXT BOXES & AN OPTION FOR "Don't know".
RESPONDENTS MUST ENTER TEXT IN AT LEAST ONE BOX, OR SELECT DK, BUT DO NOT ALLOW BOTH.]**

ASK: 280=ENTERED TEXT IN AT LEAST ONE BOX

Q285 Any other companies or brands you named are listed below. Next to each one, please tell us what makes you think the products we told you about are affiliated with, or sponsored or approved by, the company or brand you identified.

[PROGRAMMER: SHOW ONE ROW FOR EACH ITEM ENTERED IN Q280.]

Company/brand:	Reasons:
----------------	----------

Appendix B: Vaginal Care Questionnaire

[INSERT FROM 280]	[text box]
[INSERT FROM 280]	[text box]
[INSERT FROM 280]	[text box]
[INSERT FROM 280]	[text box]
[INSERT FROM 280]	[text box]

ASK: 280=DK

Q287 What made you answer that you think the products we told you about are affiliated with, or sponsored or approved by, another company or brand?
[LARGE TEXT BOX. FORCE RESPONSE.]

ASK: ALL QUALIFIED RESPONDENTS

400. Do you or does anyone in your household work for a company that makes vaginal care products?


1. Yes
2. No
3. Don't know

Appendix C: Survey Screenshots

SCREENER

Q50

0%

 I'm not a robot



Continue »

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Q100

0%

Please select your year of birth.

Select one

Continue »

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Q105

4%

Are you...

Male

Female

Continue »

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Appendix C: Survey Screenshots

Q107

Which of these age ranges includes your age?

- Under 18
- 18 to 34
- 35 to 54
- 55 or older

Continue »

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Q109

Which of the following web browsers or search engines, if any, have you used in the past 3 months?

(Please select all that apply.)

- Hagelin
- Opera
- Bing
- Google Chrome
- Microsoft Edge
- Yahoo
- Firefox
- Internet Explorer
- Other
- Not sure

Continue »

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Q110

In what state do you live?

Select one

Continue »

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Appendix C: Survey Screenshots

Q120

Do you or does anyone in your household work in either advertising or market research?

(Select all that apply)

Yes, market research

Yes, advertising

No, neither of these

24%

Continue »

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Q130

In the past 12 months, which of the following, if any, have you personally purchased?

(Select all that apply)

Vaginal moisturizers, vaginal washes, or vaginal anti-fungal products

Acne creams, acne washes, or acne skin treatments

Tooth whitening pastes, tooth whitening gels, or tooth whitening systems

Shaving creams, shaving gels, or shaving moisturizing products

None of these

29%

Continue »

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Q140

In the next 12 months, which of the following, if any, are you likely to personally purchase?

(Select all that apply)

Vaginal moisturizers, vaginal washes, or vaginal anti-fungal products

Acne creams, acne washes, or acne skin treatments

Tooth whitening pastes, tooth whitening gels, or tooth whitening systems

Shaving creams, shaving gels, or shaving moisturizing products

None of these

36%

Continue »

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Appendix C: Survey Screenshots

Q160

XXXXXXXXXX

41%

For quality assurance, please type the word "west" in the blank next to the "Other" box below and then click to continue.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Other

Continue »

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Q170

XXXXXXXXXX

47%

You have qualified to take this survey. Before continuing, please carefully read these instructions:

- Please take the survey in one session without interruption.
- Please keep your browser maximized for the entire survey.
- While taking the survey, please do not consult any other websites or other electronic or written materials.
- Please answer all questions on your own without consulting any other person.
- If you normally wear eye glasses or contact lenses when viewing a computer screen, please wear them for the survey.

I understand and agree to the above instructions

I do not understand or do not agree to the above instructions

Continue »

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Appendix C: Survey Screenshots

MAIN SURVEY

Q200

55%

For this survey we would like you to imagine that you are considering purchasing a vaginal moisturizer, vaginal wash, or vaginal anti-fungal product.

On the next screen you will be asked to look at a name. Please look at the name as you would if you were seeing it in connection with a vaginal moisturizer, vaginal wash, or vaginal anti-fungal product.

On later screens, you will be asked a few questions. If for any question you do not know or have no opinion, please indicate so. Please do not guess.

Continue »

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Q205

CELL 1:

60%

Please review the following name and description of products offered in connection with the name.

VAGISAN

Vaginal moisturizers, vaginal washes, and vaginal anti-fungal products

Continue »

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CELL 2:

60%

Please review the following name and description of products offered in connection with the name.

VAGIPUR

Vaginal moisturizers, vaginal washes, and vaginal anti-fungal products

Continue »

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Appendix C: Survey Screenshots

Q210 Cell 1

68%

On the next screens you will be asked about the products that we just told you about – namely, vaginal moisturizers, vaginal washes, and vaginal anti-fungal products offered in connection with the name VAGISAN.

Continue »

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Q210 Cell 2

68%

On the next screens you will be asked about the products that we just told you about – namely, vaginal moisturizers, vaginal washes, and vaginal anti-fungal products offered in connection with the name VAGIPUR.

Continue »

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Q220

72%

What company or brand do you think puts out the products we just told you about, if you have an opinion?

No opinion/Don't know

Continue »

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Appendix C: Survey Screenshots

Q225

76%

You answered that you think the products are put out by ---.

What makes you think so?

(Please be as specific and complete as possible.)

No opinion/Don't know

Continue »

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Q250

75%

Do you think the company that makes the products we just told you about also makes any other products that you know of?

Yes, I do

No, I do not

Don't know/Unsure

Continue »

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Appendix C: Survey Screenshots

Q260

85%

You answered that you think the company that makes the products we just told you about also makes other products that you know of.

What other products?

(Please be as specific as possible.)

If you are thinking of more than one product, please identify each in a separate row below. If you don't know, you may select that option.

Don't know

Continue »

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Q265

85%

Any products you identified are listed below. Next to each one, please tell us what makes you think that the company that makes the products we told you about also makes the product you identified.

Product

Reasons:

Continue »

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Appendix C: Survey Screenshots

Q267

85%

What made you answer that the company that makes the products we told you about also makes other products that you know of?

Continue »

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Q270

89%

Do you think the products that we told you about are affiliated with, or sponsored or approved by, any other company or brand?

Yes, I do

No, I do not

Don't know/Unsure

Continue »

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Q280

93%

You answered that you think the products we told you about are affiliated with, or sponsored or approved by, another company or brand.

What other company or brand?

If you are thinking of more than one, please identify each in a separate row below. If you don't know, you may select that option.

Don't know

Continue »

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Appendix C: Survey Screenshots

Q285

93%

Any other companies or brands you named are listed below. Next to each one, please tell us what makes you think the products we told you about are affiliated with, or sponsored or approved by, the company or brand you identified.

Company/brand:

Reasons:

Continue »

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Q287

93%

What made you answer that you think the products we told you about are affiliated with, or sponsored or approved by, another company or brand?

Continue »

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Q400

99%

Do you or does anyone in your household work for a company that makes vaginal care products?

Yes

No

Don't know

Finish

[Privacy Policy - Help](#)

[illegible]

[illegible]

[illegible]

[illegible]

record	record	date	Vagisil	Q220	noanswer Q220_na1	Q225	Q260r1	Q260r2	Q260r3	Q260r4	Q265r1c1	Q265r2c1	Q265r3c1	Q265r4c1	Q265r5c1	Q267	Q270	Q280r1	QCell
635	635	05/30/2018 17:47	x	Vagisil	0	It has a similar product line											3		1
638	638	05/30/2018 17:53	x	Johnson and Johnson	0	Seems like a relatively good product, and they're a big company would make sense for them to produce it.	Vagasil				I think this is a good company, it's helped with my feminine hygiene problems in the past.						2		2
640	640	05/30/2018 18:07			1		Monistat				Only brand i know for antifungal vagina creams						3		2
654	654	05/30/2018 18:16	x	Vagisil	0	They are the leader in vaginal products.	Monistat				Vaginal related						3		2
656	656	05/30/2018 18:08			1											Vaginal cream	3		1
674	674	05/30/2018 18:16		massengil	0	make douche										the one I know	1		1
676	676	05/30/2018 18:14		I really do not know but for some reason I am thinking like Unilever or SC Johnson	0	I think that those two companies sell a lot of different soaps and cleaning products.	Dial soap				It would just make sense to me that the company also makes those soaps.						2		2
716	716	05/31/2018 06:08		I do not like the name, the vagi part makes it sound vulgar	0	Whitewash over the vagina part. It's such an ugly word.											3		2
726	726	05/31/2018 06:23		Vagisan	0	It has vaginal moisturizers, vaginal washes, and I forgot the other.	moisturizer	washes	lubricant		I think Vagisan makes this product	I think Vagisan makes this product I seen it in the ad	I'm not sure if this was in the ad but Vagisan probably makes any thing for vaginal health.				3		1

record	record	date	Vagisil	Q220	noanswer Q220_na1	Q225	Q260r1	Q260r2	Q260r3	Q260r4	Q265r1c1	Q265r2c1	Q265r3c1	Q265r4c1	Q265r5c1	Q267	Q270	Q280r1	QCell
729	729	05/31/2018 06:15		Johnson & Johnson		Major pharmaceutical company with a diverse line of products to meet various needs.	Baby shampoo	shaving products	talcum powder	benadryl	One of their major lines of products	Another product in their major lines	Major product in their baby line of products	One of the best selling general allergy products			2		1
734	734	05/31/2018 06:12			1		sanitary pads	pads for incontinence			Because they make a feminine product to help women	Because they expand their product line					3		2
743	743	05/31/2018 06:11			1												3		2
747	747	05/31/2018 06:41	x	Vagisil		similar name, highly recognized	powders	wipes			Companies need to have more than 1 sku in a category	Have become very popular - people can take them with t hem.					2		1
748	748	05/31/2018 06:25	x	Vasil		They are a popular vaginal product maker	Tampons				Vagina Product Also						3		1
751	751	05/31/2018 06:11		vagipur		it said so on the ad											3		2
760	760	05/31/2018 06:10		vagipur		that was the name on the title											3		2
765	765	05/31/2018 06:22		helps with fungal infecctions		the product read											3		1
768	768	05/31/2018 06:22	x		1		Vagisol				Deals with your feminine area.						3		2
779	779	05/31/2018 06:13		Johnson & Johnson, Proctor & Gamble		The first companies that came to mind when seeing the name and types of products.	Lotions	Ointments			Similar health and wellness category	Similar health and wellness category					3		1
781	781	05/31/2018 06:12		vagisan		the name											1		1
798	798	05/31/2018 06:14		not familiar													3		1
803	803	05/31/2018 06:13		Vagisan		I thought it was the brand name, as it's not a real word											3		1
833	833	05/31/2018 06:18	x	vagisil		looks similar											3		1
847	847	05/31/2018 06:38			1		LUBES				FEMALES RELATED						3		1

[illegible]

record	record	date	Vagisil	Q220	noanswer Q220_na1	Q225	Q260r1	Q260r2	Q260r3	Q260r4	Q265r1c1	Q265r2c1	Q265r3c1	Q265r4c1	Q265r5c1	Q267	Q270	Q280r1	QCell
962	962	05/31/2018 06:27	x	vagisil		i have no idea. dont know alot of companies who make those products											1		2
967	967	05/31/2018 06:30		johnson & johnson		0 just a guess	shampoo	band aids			i buy it	i buy it					3		1
976	976	05/31/2018 06:28			1		vaginal wipes	vaginal cream			feminine products	feminine products					3		1
979	979	05/31/2018 06:30			1												3		2
1010	1010	05/31/2018 06:35		vagipur		0 that's what I read											3		2
1015	1015	05/31/2018 06:31		Summers Eve		0 They are the top competetors	Other summer eve				n/a						2		2
1022	1022	05/31/2018 06:33	x	Vagisil		0 The first letters are the same	Monistat				Same type of treatments						3		1
1027	1027	05/31/2018 06:33			1												1		2
1033	1033	05/31/2018 06:36		No idea- probably major pharmaeut ical		0 Because that's typically what kind of company makes them	pain relievers	antacids	cold remedies		Typical product of major over- the- counter pharma company	Typical product of major over-the-counter pharma company	Typical product of major over-the- counter pharma company				1	Ortho	2
1036	1036	05/31/2018 06:40			1		Feminine products	feminine wipes			I think that a company that makes Vaginal moisturizin g products, would also make other feminine products	I think that a company that makes Vaginal moisturizing products, would also make other feminine products					1		2
1039	1039	05/31/2018 06:34			1												3		1
1040	1040	05/31/2018 07:23	x	Summer's Eve, Vagisil		0 They sell OTC feminine products.											1	P & G	1
1045	1045	05/31/2018 06:36	x		1												1	vagasil	1
1047	1047	05/31/2018 06:45		vasitan it soudns good		0 it makes sense	non				none						2		1

[illegible]

[illegible]

record	record	date	Vagisil	Q220	noanswer Q220_na1	Q225	Q260r1	Q260r2	Q260r3	Q260r4	Q265r1c1	Q265r2c1	Q265r3c1	Q265r4c1	Q265r5c1	Q267	Q270	Q280r1	QCell
1341	1341	05/31/2018 08:59	x	KY; Johnson & Johnson; Vagisil		they make lubrication products for men and 0 women	feminine deodarant				because they make a lubricant for women						1		2
1348	1348	05/31/2018 08:09	x	Vagisil		0 sounds like that company	Douche	feminine sprays	feminine wash closts		name is similar to these products	name is similar to these products	name is similar to these products				3		1
1349	1349	05/31/2018 08:09	x	johnson and johnson		0 I am actually not sure, just a guess	vagisil				they sound similar						2		1
1352	1352	05/31/2018 08:08			1												3		2
1354	1354	05/31/2018 08:08		none	0	none	none				none						1	none	2
1357	1357	05/31/2018 08:11			1											Brands nowadays tend to make more than one product	3		2
1367	1367	05/31/2018 08:12		summers eve	0	only vaginal brands im aware of											3		2
1374	1374	05/31/2018 08:28		I don't think I love the name. Gives me a weird feeling.	0	Not positive.											3		1
1378	1378	05/31/2018 08:15			1		Summers Eve	Equate			because I use similar products in this brand	I have used similar products in this brand before but not currently using					2		1
1399	1399	05/31/2018 08:39			1												2		1
1401	1401	05/31/2018 08:33			1												3		2
1406	1406	05/31/2018 08:25		Vagisan	0	The name on the image											3		1
1408	1408	05/31/2018 08:31		proctor & gamble	0	just the first company name that comes to mind											3		1
1412	1412	05/31/2018 08:28	x	Vagisil	0	It is another company with the same products.											1	Vagisil	2
1428	1428	05/31/2018 08:32	x	Vagisil	0	Because the name branding is similar	Vagisil Body Wash				The name branding is similar						3		2

[illegible]

[illegible]

record	record	date	Vagisil	Q220	noanswer Q220_na1	Q225	Q260r1	Q260r2	Q260r3	Q260r4	Q265r1c1	Q265r2c1	Q265r3c1	Q265r4c1	Q265r5c1	Q267	Q270	Q280r1	QCell
1657	1657	05/31/2018 09:25	x	Vagapur	0	Because it claims to produce these products	Monostat	Vagasil			Because it widely advertises that it does have these products	Because it widely advertises that it does have these products					3		2
1665	1665	05/31/2018 09:34	x	Vagisil	0	The name reminds me of that company	Vaginal cream				They're similar products with similar names.						3		1
1669	1669	05/31/2018 09:24			1												2		2
1672	1672	05/31/2018 09:26		vasaline	0	i dont know										I figure it makes something else i am not aware of	1		2
1691	1691	05/31/2018 09:26			1												3		2
1703	1703	05/31/2018 09:28			1												3		2
1705	1705	05/31/2018 09:28			1												2		2
1726	1726	05/31/2018 09:34		vagapur	0	that was the name listed											3		2
1729	1729	05/31/2018 09:36			1												3		2
1735	1735	05/31/2018 09:40	x	Vagisil	0	I don't know of any other vaginal moisture producer affiliate											1	Vagisil	1
1736	1736	05/31/2018 09:56			1												2		2
1738	1738	05/31/2018 09:42			1		Skin Moisturizer	Face Wash	Body Wash		Most body wash companies make lotion also.	I feel like companies who have conducted enough research to come up with a vaginal wash product, have had success producing a body wash already and then enhanced that formula to specialize in a face wash before hand.	I feel like companies who have conducted enough research to come up with a vaginal wash product, have had success producing a body wash already.				1		2
1739	1739	05/31/2018 09:40		Summer's eve	0	It reminds me of what their brand stands for	vagi wipes	vagi sprays			this is for women on the go who need to refresh	this is for women who want to have a quick spray to be fresh/clean					3		2

record	record	date	Vagisil	Q220	noanswer Q220_na1	Q225	Q260r1	Q260r2	Q260r3	Q260r4	Q265r1c1	Q265r2c1	Q265r3c1	Q265r4c1	Q265r5c1	Q267	Q270	Q280r1	QCell
1837	1837	05/31/2018 10:13	x	Vagasil	0	The similar in the first four letters of the names.	cleansing wipes	cleansing foam	gel	lubricants	I have seen these in stores. Also they are very convenient to use	It's a useful hygiene product.	It's a useful hygiene product.	It's a useful hygiene product.			3		1
1900	1900	05/31/2018 12:52	x	vagasil	0	Vagasil is well known, and deals with vaginal cleaners, etc											1		1
2005	2005	05/31/2018 10:46	x		1												1	Vagisil	1
2008	2008	05/31/2018 11:11	x	vagisil	0	It just sounds like a similar name	wash				I recall seeing it						2		1
2029	2029	05/31/2018 10:57		vagisan	0	that's what it said											3		1
2039	2039	05/31/2018 11:05		johnson and johnson	0	health care products											3		1
2060	2060	05/31/2018 11:17		I would think it was a medical based company. The ending 'san' made me think of sanitary	0	It is just the word that made me think that	feminine powder	UTI remedies	yeast control		the same reason as before. The end of the word makes me think it is a medical based company	the same reason as before. The end of the word makes me think it is a medical based company	the same reason as before. The end of the word makes me think it is a medical based company				1	Massingil	1
2071	2071	05/31/2018 11:23	x	Vagisil	0	Vagisil is the company I use for various vaginal products											3		1
2075	2075	05/31/2018 11:25		Summer's Eve	0	They sell vaginal products										I'm sure they have plenty of vaginal products I'm unaware of. I only go for the wipes	3		1
2092	2092	05/31/2018 11:35			1		other feminine care products				alternative methods for managing menstruati on						1		1
2094	2094	05/31/2018 11:39		Vagisan	0	Just saw it listed.	Yeast infection product				Vaginal care						3		1

record	record	date	Vagisil	Q220	noanswer Q220_na1	Q225	Q260r1	Q260r2	Q260r3	Q260r4	Q265r1c1	Q265r2c1	Q265r3c1	Q265r4c1	Q265r5c1	Q267	Q270	Q280r1	QCell
2099	2099	05/31/2018 11:38			1												3		1
2107	2107	05/31/2018 11:42			1												3		1
2120	2120	05/31/2018 11:56		Vagisin	0	It had the biggest littering and isn't an actual word.											1		1
2122	2122	05/31/2018 11:53			1		astroglide				this is the only name comes to my mind						2		1
2125	2125	05/31/2018 11:56			1												2		1
2133	2133	05/31/2018 12:03	x	vagisil	0	name is related										due to name	2		1
2164	2164	05/31/2018 12:16	x	Vagasil	0		anti-itch cream				It seems like this product would be included.						2		1
2168	2168	05/31/2018 12:09			1												3		1
2170	2170	05/31/2018 12:11	x	vagisil	0	Similar name.	wipes	body wash			Seen at the store	Seen at the store					3		1
2179	2179	05/31/2018 12:14		Vagisan	0	that was the large name											2		1
2199	2199	05/31/2018 12:32	x	Vagisn	0	n/a											1	Vagisl	1
2212	2212	05/31/2018 12:44	x	vagisil	0	i've used the products before											3		1
2227	2227	05/31/2018 12:57		Monistat	0	I know they are a leader in the market for vaginal care products	Summers Eve				I know they make products to help with vaginal dryness						2		1
2234	2234	05/31/2018 13:04	x	Vagisil	0	Sounds like a similar name and product.											1	KY	1
2267	2267	05/31/2018 13:49			1												3		1
2269	2269	05/31/2018 13:18			1		Tampons	Sanitary Napkins			also feminine hygiene related	also feminine hygiene related					3		1
2280	2280	05/31/2018 13:28		JOhnson & Johnsons?	0	I buy some that are	HBC store items				because I know they do						3		1
2284	2284	05/31/2018 13:33			1											I'm not sure.	3		1

record	record	date	Vagisil	Q220	noanswer Q220_na1	Q225	Q260r1	Q260r2	Q260r3	Q260r4	Q265r1c1	Q265r2c1	Q265r3c1	Q265r4c1	Q265r5c1	Q267	Q270	Q280r1	QCell
2288	2288	05/31/2018 13:39			1											im not sure	2		1
2289	2289	05/31/2018 14:18	x	Vagisil		0 Seems like an interesting play on words and still in the feminine products category	Feminine wash				Used something similar						2		1
2293	2293	05/31/2018 13:57			1												1		1
2306	2306	05/31/2018 14:25			1												3		1
2307	2307	05/31/2018 14:06		Vagisen	0	That is the name Most pronounced											3		1
2323	2323	05/31/2018 14:58		know but you could PLEASE change it to a nicer name? I hate having items in my cart that announce VAGI to everyone. It reminds me of the time that I wanted to buy silicone lube at CVS but it was locked up in a case, they had to call some 17 year old boy to	0	I don't know, maybe Kimberly Clark or Olay or KY?	KY lubes	Kimberly Clark Kotex and tampons			KY makes great lubes, but discontinued my favorite which is KY intrigue. They also make other products for sexual satisfaction .	They make products related to that exact zip code, that exact locality, that exact general area.					3		1
2328	2328	05/31/2018 14:11		Johnson and Johnson	0	I know it's a large company with a lot of affiliates	Baby Oil	Lotion	Moisturizers		I have seen it in stores	I have seen it in stores	I have seen it in stores				1		1
2343	2343	05/31/2018 14:17	x	vagisal or summers eve	0	the name vagisan	douches	ph balanced cleansers	cream		the name and the line of product	both the name and the product type	product type				1	vagisal	1
2392	2392	05/31/2018 14:54	x	target	0	they have their own brand	their brand of everything				answer						1	vagisil	1

record	record	date	Vagisil	Q220	noanswer Q220_na1	Q225	Q260r1	Q260r2	Q260r3	Q260r4	Q265r1c1	Q265r2c1	Q265r3c1	Q265r4c1	Q265r5c1	Q267	Q270	Q280r1	QCell
2397	2397	05/31/2018 15:02			1											It is a generic name	3		1
2461	2461	05/31/2018 16:07	x	Vagisil	0	That is the product that I usually use	Vaginal cleansers	Vaginal anti itch creams			Name sounds the same	Name sounds the same					3		1
2463	2463	05/31/2018 16:06			1												3		1
2465	2465	05/31/2018 16:06	x	vagisil	0	sounds the same	feminine deodorant	wash			vaginal	vaginal					3		1
2469	2469	05/31/2018 16:06			1												3		1
2522	2522	05/31/2018 16:52		johnson & Johnson	0	Don't they own all personal care items	Baby Powder	Countless personal care items			I know JOhnson & Johnson makes this	I think there are only a few companies left who make personal care products so I am just guessing here					3		1
2527	2527	05/31/2018 16:48			1												3		1
2532	2532	05/31/2018 16:50	x	Vagisil, Summer's Eve	0	I've purchased Vagisil before, but I think I saw similar Summer's Eve products in store before.											3		1
2535	2535	05/31/2018 16:54		summers eve	0	they have a variety of products											3		1
2548	2548	05/31/2018 17:03	x	vagisil	0												2		1
2558	2558	05/31/2018 17:15			1											Most companies like that make more than one product	3		1
2565	2565	05/31/2018 17:18	x	Vagisil	0	FOnt										I have seen similar products with the same lettering	3		1
2584	2584	05/31/2018 18:03	x	Vagasil	0	Similar names and function											3		1
2642	2642	05/31/2018 18:44			1												3		1
2655	2655	05/31/2018 19:06		dove	0	intimal washes	gilette	vagisan	dove		it comes to my mind	i saw it on street	i saw it in the shopping malls				1	dove	1
2675	2675	05/31/2018 19:30		proctor and gamble	0	a trusted healthcare company											3		1
2680	2680	05/31/2018 19:27		amazon	0	good	other				other						1	other	1

[illegible]

record	record	date	Vagisil	Q220	noanswer Q220_na1	Q225	Q260r1	Q260r2	Q260r3	Q260r4	Q265r1c1	Q265r2c1	Q265r3c1	Q265r4c1	Q265r5c1	Q267	Q270	Q280r1	QCell
2861	2861	06/01/2018 01:41			1												3		1
2871	2871	06/01/2018 02:18			1												3		1
2885	2885	06/01/2018 03:07			1												3		1
2888	2888	06/01/2018 03:17		Bayer	0	It resembles other products											3		1
2947	2947	06/01/2018 05:10			1												2		2
2959	2959	06/01/2018 05:19	x	Vagisil	0	The beginning of the name and Vagisil releases these types of products.											2		2
2963	2963	06/01/2018 05:23		Johnson & Johnson	0	they make personal hygiene products	baby shampoo	aveeno lotion	clean & clear face wash	body lotions	I have purchased Johnson's baby shampoo	I have purchased aveeno lotions	I have purchased this face wash for my daughter	I have purchased	I have purchased for my daughter		3		2
2969	2969	06/01/2018 05:23	x	vagisil	0	the name vagipur	feminine wash	sprays	moist towelettes		I have seen them in the store before	I have seen them in the store before	I have seen them in the store before				3		2
2980	2980	06/01/2018 05:36			1												3		2
2988	2988	06/01/2018 05:48			1												2		2
2990	2990	06/01/2018 05:50	x	Vagisil	0	Similar name										I thought they might	1	Vagisil	2
2991	2991	06/01/2018 05:52	x	Vagisil	0	The name is similar											3		2
2995	2995	06/01/2018 05:58			1											---	1		2
3021	3021	06/01/2018 07:26	x	Vagisil	0	Because that is a popular company that puts out those products	Vagisil Itch Cream	Vagisil Wash	Vagisil Wipes		Because the product started with a V.	Because the product started with a V.	Because the product started with a V.				3		2
3022	3022	06/01/2018 07:10		Vaginpur	0	was on the package											3		2
3024	3024	06/01/2018 07:10	x	Vagasil	0	Would make a great fit											2		2
3028	3028	06/01/2018 07:16	x	vagisil	0	name is similar											3		2
3042	3042	06/01/2018 07:55		Johnson and Johnson	0	Own all the beauty product companies	shampoo	shaving cream	beauty products	hairspray	they own all the companies that make these products	own and distribute all beauty products via their companies	same answer	may not make this	same answer		1	Johnson and Johnson	2

record	record	date	Vagisil	Q220	noanswer Q220_na1	Q225	Q260r1	Q260r2	Q260r3	Q260r4	Q265r1c1	Q265r2c1	Q265r3c1	Q265r4c1	Q265r5c1	Q267	Q270	Q280r1	QCell
3053	3053	06/01/2018 08:05	x	vagisil		Its the only brand I know of that sells things in this category											3		2
3058	3058	06/01/2018 08:07	x	Vagisil or Monastat													3		2
3067	3067	06/01/2018 09:04			1												3		2
3069	3069	06/01/2018 09:37	x	Vagisil	0	Because of the name similarities	feminine washes				That's what this company specialists in - feminine products						3		2
3074	3074	06/01/2018 09:43		Vagipur	0	Name on ad											3		2
3077	3077	06/01/2018 09:57		vagipur	0	name on product											3		2
3090	3090	06/01/2018 10:07			1												2		2
3091	3091	06/01/2018 10:22		johnson & johnson	0	They make everything, so i assumed it would be Johnson& Johnson	lotion	body wash	shampoo		Johnson & Johnson has multiple lotions	Several body washes are made from Johnson & Johnson	Head & Shoulders is made by Johnson & Johnson.				1		2
3092	3092	06/01/2018 10:07			1												3		2
3103	3103	06/01/2018 11:05			1												3		2
3104	3104	06/01/2018 11:06			1												3		2
3105	3105	06/01/2018 11:06		Vagipur	0	It was the name provided.											3		2
3107	3107	06/01/2018 11:08			1												2		2
3108	3108	06/01/2018 11:07			1												3		2
3111	3111	06/01/2018 11:42			1											Dont know	1		2
3114	3114	06/01/2018 11:57			1												2		2
3121	3121	06/01/2018 12:05		ky	0	only on i know											3		2
3123	3123	06/01/2018 12:09	x	monistat	0	they make products for yeast infections and prevention	Yeast infection test strips	Yeast infection medicine	Prevention		I have seen them in stores	I have purchased many times	seen in stores				1	Vagisil	2
3126	3126	06/01/2018 12:08		Summer's Eve	0	They are products of vaginal rinses	douches				I have used this product before.						2		2

record	record	date	Vagisil	Q220	noanswer Q220_na1	Q225	Q260r1	Q260r2	Q260r3	Q260r4	Q265r1c1	Q265r2c1	Q265r3c1	Q265r4c1	Q265r5c1	Q267	Q270	Q280r1	QCell
3132	3132	06/01/2018 13:03			1												3		2
3140	3140	06/01/2018 14:19		Sensations	0	This is a company that has a lot of vaginal products but it is close to the name of the product that I have used.	Vaginal Washes	Vaginal Powder	Vaginal Lotion	Vaginal Spray	It has similar products and this company name is close to the product that I think makes the product. The name of the company is Summer Eve products not Sensations.	Same as above	Same as above	Same as above			1	Summers Eve	2
3150	3150	06/01/2018 14:17			1											Most companies make man products	3		2
3151	3151	06/01/2018 14:20		vagipur , no opinion	0	it stated that											3		2
3172	3172	06/01/2018 15:03			1												3		2
3178	3178	06/01/2018 15:05			1												3		2
3181	3181	06/01/2018 15:18			1		pads	tampons			I think that they make things for women hygein	I think that they make things for women hygein					1	proctor & gambel	2
3208	3208	06/01/2018 16:23			1												3		2
3212	3212	06/01/2018 16:27		unilever	0	big corp with pharmacy products											2		2
3228	3228	06/01/2018 17:12	x	no idea	0	I really don't know what company can produce it,	vagisil				make same kinf=d of product						3		2

record	record	date	Vagisil	Q220	noanswer Q220_na1	Q225	Q260r1	Q260r2	Q260r3	Q260r4	Q265r1c1	Q265r2c1	Q265r3c1	Q265r4c1	Q265r5c1	Q267	Q270	Q280r1	QCell
3232	3232	06/01/2018 17:16			1		Sanitary napkins	Tampons			Not sure	Not sure					3		2
3233	3233	06/01/2018 17:16	x	vagisil	0	only brand I know											1	johnson and johnson	2
3244	3244	06/01/2018 18:15		feminine hygiene	0		ointments				vaginal issues						3		2
3260	3260	06/01/2018 18:27	x	vagisil	0	only brand I know that puts out those products											3		2
3261	3261	06/01/2018 18:25		vagipure	0	the name was written in huge letters											2		2
3265	3265	06/01/2018 19:08		vagipur,mo nistat	0	used monistat											2		2
3269	3269	06/01/2018 19:54			1		KY Jelly				This also is a vaginal moisturizer						3		2
3274	3274	06/01/2018 20:31	x		1		vagisil				since the name starts the same with vagi						2		2
3280	3280	06/02/2018 00:19			1											Most brands are owned by big companies.	3		2
3284	3284	06/02/2018 00:12		nair	0		dove	ivory			because they are the very best at what they do	because i really like it alot					2		2
3290	3290	06/02/2018 00:28			1												3		2
3295	3295	06/02/2018 01:14		Johnson and jounson	0	It's the only medical name i know	tampons	sanitary pads			It's a feminine product	It's a feminine product					2		2
3296	3296	06/02/2018 01:14		Vagipur	0	this is the name that was shown on the previous screen noting it was a vaginal wash or antifungal product; the name also has vag in it, short for vaginal; pur can refer to the purity of the ingredients											3		2
3301	3301	06/02/2018 01:19		vagizan	0	just my imagination	creams	deodorant	wash clothes		I believe I have seen them	I believe I have seen them	because it's related to products they make				3		1
3307	3307	06/02/2018 02:41	x	Vagisal	0	It's really the only name I'm familiar with for this type of product.	anti-itch cream	yeast infection cream			The names sound the same	The name sounds the same					1	Vagisil	1

[illegible]

[illegible]

record	record	date	Vagisil	Q220	noanswer Q220_na1	Q225	Q260r1	Q260r2	Q260r3	Q260r4	Q265r1c1	Q265r2c1	Q265r3c1	Q265r4c1	Q265r5c1	Q267	Q270	Q280r1	QCell
3896	3896	06/03/2018 09:04			1											It seems that this would be part of a line of feminine products	1		1
3899	3899	06/03/2018 09:22		vagisan	0	bold type											3		1
3915	3915	06/03/2018 10:31	x		1												1	Vagisil	1
3929	3929	06/03/2018 11:24	x	Vagisil	0	The names are similar	vaginal powder	vaginal spray			Similar name	Similar name					3		1
3965	3965	06/03/2018 13:08			1												2		2
3971	3971	06/03/2018 13:31	x	Summer's Eve and Vagasil	0	They offer feminine products including vaginal washes.	feminine wipes	feminine sprays	douche		I've seen this type of product offered in stores.	I've seen this type of product offered in stores.	I've seen this type of product offered in stores.				1		2
3984	3984	06/03/2018 17:37	x	Vagisil maybe	0	Just because vagipur and vagisil sound similar in name/brand											3		2
3991	3991	06/03/2018 22:59	x	feminine product brand, like vagisil	0	it sounds like vagisil and it has the same purpose. it is also a feminine product based on its purpose											1	Aveno	2